

TRIMBLE MOTOR CO. HANDLES FORDS IN SOUTHSIDE SECTION

Popularity of Ford products on the Southside is due largely to the Trimble Motor company, Inc., Southside representative for the Detroit manufacturer. The company is successor to the Mesa Ford agency and is authorized Southside Ford agents. The Southside territory embraces Mesa, Tempe, Chandler and Gilbert, where the company handles Ford cars and Fordson tractors. William M. Trimble is president; Guy Leley is vice-president and Phil Leley is secretary-treasurer of the corporation. Sales and service stations are maintained in each Southside city.

All members of the company are experienced automobile men. Messrs. Trimble and Phil Leley were for many years members of the former Mesa Ford agency serving in various capacities so that they are familiar with all phases of the business.

A complete line of Oliver Plow company product is carried in stock at the Mesa headquarters as a part of the Fordson tractor display. Oliver plows and farming implements have recently been designated by Mr. Ford as standard equipment for Fordson tractors and as best suited to obtain best results from the Fordson. A contract has recently been entered into between the Ford Motor company and the Oliver Plow company whereby Oliver Plow products become standard equipment for Fordson tractors. It was announced.

In addition to handling a complete line of Ford products, the Trimble Motor company carries all standard Ford parts in stock. The parts department of this firm is one of the largest in the valley, being second only to the Ed Rudolph agency in Phoenix. A complete line of accessories is also carried, all accessories of proven quality. Mr. Trimble declared.

The service department is one of the features of the company. A large corps of expert mechanics is maintained, men especially trained in the treatment of Ford cars. The service department features Ford business but is equipped and ready to handle all kinds of repair work.

The firm handles Goodyear and United States tires.

CIRCUMSTANTIAL EVIDENCE
From the American Legion Weekly.

The Bingville board of selectmen had held many sessions and finally formulated a set of auto laws that was the pride of the county. So the constable felt no worry when he stopped a motorist.

"You're pinched for violating the auto laws," he pronounced.

"Which one?" inquired the traveler.

"Turned if I know, but ye certainly hain't come all the way down Main street without bustin' one of them."

EFFICIENCY.
From the Houston Post.

"Children," said the efficiency expert. "Ah, yes; a beautiful idea, but expensive. I have figured out that a growing child costs its parents exactly 27 1/2 cents for each tenth of an inch."



SOUTH McDONALD STREET

Seminary Work Of L. D. S. Church Designed To Fill Much Felt Need

Seminary work in the church of Jesus Christ of Latter Day Saints is explained in the following article prepared especially for this edition by Prof. L. E. Eggersten, in charge of the seminary educational program.

"The edition of Ladies Home Journal for November says:

"There is no greater need in our present-day civilization than a knowledge of and a love for the Bible. No one who knows the Bible and learns how to read it for the miracles of inspiration, beauty and wisdom it contains will remain uneducated. No one who reads the Bible is a closed book is educated."

"To quote Prof. Phelps of Yale:

"Everyone who has a thorough knowledge of the Bible may truly be called educated and no other learning or culture, no matter how extensive or elegant, can, among Europeans and Americans, form a proper substitute. Western civilization is founded upon the Bible, our ideas, our wisdom, our philosophy, our literature, our art, our ideals, come more from the Bible than from all other books put together."

"The Latter Day Saints, realizing the great need for Bible knowledge among the young people, have tried in various ways for many years to meet the situation. The schools of Christian America put the Bible so far from it that the child never knows of such a book only as he comes to hear of it and its contents through church affiliation. United States commissioner of education, F. P. Claxton, said: 'The day will come when the Bible will be read in the public schools just as any other book.'"

"May we hope that day is near at hand. It will come soon if men and women will throw aside church prejudice and animosity and think of the Bible as God's word in human language for elevating and uplifting mankind."

"The ethical value of a study of the Bible would give our boys and girls a different attitude. The question 'Am I my brother's keeper?' would then be answered with a strong, 'I am,' where as we now hear the answer in a braggadocio spirit, 'I'll look out for number one.'"

"If childhood and youth are the formative periods, the periods when the mind is alert to grasp instructions; the period when right or wrong becomes dominant, then the duty is ours to provide for every aid, help, means and opportunity to make the right dominant."

"To secure this, the Mormon church established a seminary in Mesa as it has in other places, which would give to the boys and girls attending the high school an opportunity of studying the Bible while they are getting their high school training. The class meets every school day from 9 to 12 o'clock and from 12:45 to 2:45 o'clock. Eight classes are held each day so as to make it possible for the pupil to come to seminary at the Second Ward church any free period he may have from his high school work. There are 160 enrolled in the eight classes, or an average enrollment of 20 in each class. The pupil is in class for 35 minutes and prepares assignments."

"The Outlook for Sept. 14 had an article which congratulated the universities that are now giving credit for Bible study upon examination or creditable certification. If our high schools in Arizona would give part credit for Bible study as is done by many high schools in the United States, there would be an effort in all countries to have the boys and girls become acquainted with the great truths contained in the Book of books."

"The best citizenship of Mesa is recognizing the value of the L. D. S. seminary. The school authorities are aiding the seminary work in every way they can consistently and in compliance with law."

The seminary is in charge of Prof. L. E. Eggersten, a graduate of the University of Utah, the Brigham Young university and a certificated high school teacher of Arizona.

SOUTHSIDE GAS AND ELECTRIC CO. AIDED CITY DEVELOPMENT

Electrical development on the Southside has been due largely to the efforts of the Southside Gas and Electric company, with headquarters at Mesa. Branch offices also are maintained at Tempe, Chandler and Gilbert, which communities are served by the company.

The Southside Gas and Electric company is one of the oldest business concerns in Mesa. It was founded more than 20 years ago but was reorganized and incorporated under the present name in 1910. Headquarters of the firm have always been at Mesa. The present salesroom is at 47 West Main street. H. L. Chandler is the manager and E. C. Corbell the assistant manager.

In Mesa, the company conducts a general contracting business, being equipped to handle any kind of an electrical wiring job. It also is equipped to make any kind of lighting fixture design which the individual may desire. Electric power is furnished for Tempe, Chandler and Gilbert, but not for Mesa city.

The company handles all kinds of electric and gas appliances, featuring Hotpoint electric appliances and Reliable gas stoves and ranges. Apex vacuum cleaners, Thor washers and Edison Mazda lamps, fans and heaters also are carried in stock as well as Westinghouse electric heaters. In fact, the company's motto is "everything in gas and electric appliances."

MUTUAL AID IS AIM OF WOMEN'S ORGANIZATION

The Young Ladies' Mutual Improvement association of the L. D. S. church was organized by Brigham Young, then president of the church, in the early days of the church. It was first called a retrenchment society and was largely for the moderation of dress among the young ladies of the church. Later the young men were organized and the two together are known as the Mutual Improvement association. There is a membership of about 100,000.

The organization means just what it says, "mutual improvement" of the youth. It is for the benefit and betterment of every boy and girl, man and woman, that they may become earnest seekers of the truth; that they may be better fitted for this life and for the life beyond, for it teaches eternal progression, according to church workers.

One of its greatest purposes is to help the young people to gain a strong testimony of the divinity of Jesus Christ and faith in God, the eternal father. It also teaches purity and brotherhood of man.

The mutual workers stand for a sacred Sabbath and a weekly half-holiday. They stand for a weekly home evening, for state and national prohibition, thrift and economy, and service to God and all mankind. They also stand for spiritual growth through attendance to the sacrament meetings; for the non-sale and non-use of tobacco, and "as but not least, for loyal citizenship."

The M. I. A. of the Maricopa stake was organized in 1883. It now has nine mutuals, most of which are well organized.

On Sunday evening each organization conducts a mutual meeting in its own ward. The Mutual age is from 14 years up, and everyone who cares to attend is welcome to do so. Most of the time is devoted to class work. The young people are divided according to age and splendid lessons are presented to bee-hive, intermediate, senior and advanced senior classes.

The bee-hive awards are symbolic of the hive of busy bees. There are several different kinds of work, or fields of service, such as the field of home, field of health, public service, business, and so on, where the girl can select calls to fill so she can be of use in building up the home life of the community in which she lives by learning the proper care of the home and family and in caring for her own health and the health of others and by helping those in need. This work is a work of activity, where the girl, rather than the teacher, does the work.

The intermediate work, though comparatively new, is also a very useful study. The girls at the age of 16 and 17 need special work and in this class they have a choice of

for the home or business establishment.

A feature of the display in the Mesa salesroom at this time is an exhibit of lighting fixtures samples.

several different subjects, as follows: Readings from the Book of Mormon, readings from the Acts of the Apostles, home feeding and home nursing, courtship and social conduct, with a 15-minute discussion on a religious subject first.

The senior subject of the young ladies is marriage, the need and purpose of the divine institution, the home.

The advanced senior subject is "sources of joy and factors of happiness."

The glory of God is intelligence, and no one can be saved in ignorance, therefore it is necessary that the youth of Zion be instructed along all usefulness of study and this is the aim of the Mutual Improvement association.

MORE AIR FREIGHTS

MANCHESTER, England—Strong, standardized "truck" airplanes are being planned to carry freight between such cities as Manchester and Lyons. Railways are showing a growing interest in commercial airplanes.

SETS POOR EXAMPLE

LONDON—The English Language club is being formed with "Let English Flourish" for its motto. But the notice for members contains such foreign words as rendezvous, etcetera and R. S. V. P., French abbreviation for "Please reply."

GIRL HELD IN 18 DEATHS

TOKYO—A girl giving her name as Kaneko is held here in connection with the death of 18 men. Police say the men died of poisoning after they had insured their lives and made Kaneko their beneficiary.

Visitors to Italy who travel on Sunday have to pay a special tax.

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MESA'S four banks join in congratulating the Mormon people of this and other communities upon their successful efforts, their thrift and enterprise.

Again united effort and complete co-operation are to be rewarded.

The new Mormon Temple, the corner stone of which is to be laid Nov. 28, 1921, will be a monument of their achievement.

To the visitors on this memorable occasion we extend a hearty welcome.

First National Bank

Mesa Savings Bank and
Trust Company

Salt River Valley Bank

Salt River Valley Trust
and Savings Bank